

# First Things First FY2011 Media Plan

Year	2010																								2011																												
Month	JUL				AUG				SEP				OCT				NOV				DEC				JAN				FEB				MAR				APR				MAY				JUN				TOTALS				
Week	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	
TELEVISION																																																					
CABLE TV																																																					
Statewide Cable TV																																																	\$180,000				
Cox, Qwest, Comcast, Cable One, etc.																																																					
:30 spots on variety of networks																																																					
Covers all counties in AZ except Apache & Navajo																																																					
BROADCAST TV																																																					
Television - Phoenix DMA																																																	\$292,000				
Broadcast & cable; :30 spots																																																					
Covers Maricopa, Pinal, Gila, Yavapai, Graham, Greenlee, La Paz, Mahve, Coconino & Navajo counties																																																					
Television - Tucson DMA																																																	\$77,600				
Broadcast & cable; :30 spots																																																					
Covers Pima, Santa Cruz and Cochise counties																																																					
Television - Yuma DMA																																																	\$34,400				
Broadcast & cable; :30 spots																																																					
Covers Yuma county (and El Centro, CA)																																																					
RADIO																																																					
Statewide Radio																																																	\$68,835				
Skyview Satellite Networks																																																					
Arizona News Network																																																					
5-10 spots per week across statewide network																																																					
Covers ALL 15 Arizona counties (minimal coverage in Greenlee)																																																					
INTERNET																																																					
Display Banners																																																	\$112,000				
Rich media and static banner ads																																																					
Local sites and/or geo-targeted national sites																																																					
Covers ALL 15 Arizona counties																																																					
NEWSPAPER																																																					
Newspaper - Local Communities																																																					
Arizona Newspaper Association (ANA) network																																																	\$566,495				
30-inch or 1/2-page, B/W ad																																																					
121 community newspapers																																																					
Covers ALL 15 Arizona counties																																																					

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OUTDOOR																																																																									
Billboard displays																																																																									
CBS, Clear Channel and American Outdoor					\$139,000					\$139,000				\$139,000																		\$139,000				\$139,000				\$139,000													\$834,000																				
Bulletins, 30-sheets, etc.																																																																									
2-4 billboards per rural county; 7-10 boards per metro area																																																																									
*Covers Yuma, Cochise, Coconino, Yavapai, Maricopa, Gila, Pinal, Pima, Santa Cruz and Navajo counties																																																																									
(*Note: Apache, Graham, Mohave & La Paz billboards may be added pending availability)																																																																									
CINEMA																																																																									
NCM Media Network																																																																									
AMC, Cinemark and Regal theatres	\$36,396				\$44,559					\$26,735																																																															
17 theatres; :30 A/V digital spots																																																																									
Costs based on one creative for network																																																																									
\$295 per custom creative per theatre																																																																									
Covers Maricopa, Pima, Cochise and Mohave counties																																																																									
Screenvision																																																																									
Harkins theatres	\$48,841				\$57,941					\$34,765																																																															
31 theatres; :30 A/V digital spots (2 theatres analog slides)																																																																									
Costs based on one creative for network																																																																									
\$540 per custom creative per theatre																																																																									
Covers Maricopa, Pima, Pinal, Yuma, Mohave, and Coconino counties																																																																									
GROCERY																																																																									
Grocery Store Display																																																																									
Shopping Carts & Floor Clings					\$161,000					\$150,000				\$150,000																		\$161,000				\$150,000				\$150,000													\$922,000																				
Based on 150 grocery store locations																																																																									
Front panel of cart																																																																									
(4) 2'x2' floor clings each per store																																																																									
(1) 8"x8" freezer cling each per store																																																																									
TOTAL MEDIA	\$206,908				\$765,130					\$498,100				\$289,000					\$0				\$0				\$0					\$579,780				\$456,605				\$541,045				\$0					\$0				\$3,336,568																				